



Gauhati University
Placement Brochure for the Faculty of Commerce
Session 2007-08

Placement Cell
Gauhati University,
Gopinath Bordoloi Nagar,
Guwahati-14. Assam.



Established in 1948 under the Gauhati University Act, 1947 (Assam Act, XVI of 1947), Gauhati University is the first University in North East India. Over the years, it has evolved into an institute of repute offering under-graduate and post-graduate courses in Humanities and Social Science, Science, Engineering, Management, Commerce and Medicine in its campus and in the affiliated colleges spread all over the state. The university is also engaged in path breaking research in nearly all emerging areas despite its infrastructure constrains.

Placement Services for the students of the university in a collective and organized way have started recently but have earned success. In case of certain departments, Placement Services have always existed resulting in over cent percent employments. As part of the efforts of the University to extend Placement Services to all the students and departments in the campus and affiliated colleges, this brochure provides a glimpse of the course structure especially of the PG courses being offered by the departments covered under the Faculty of Commerce of the university.

The Placement Cell extends warm invitation to everyone concerned to carry out Recruitment Drive in the Campus for the PG students of the University. If required special arrangements can be made to make available under-graduate students from affiliated colleges as well.

Facilities for recruiters

1. Hall with seating capacity of 350, audio-visual support and generator back up. The hall can be used for Pre-placement talks and conducting written tests.
2. Additional rooms for holding GD and interview.
3. University Guest house for boarding and lodging of the recruiter teams.



Phanidhar Datta Memorial Hall



Phanidhar Datta Memorial Hall



Gauhati University Guest House

Location of the University

The University is located at Jalukbari within the Guwahati city area. The campus has got some hillock on the southern side and the mighty river Brahmaputra is flowing on the northern side of it.

The campus area has been developed to a small township, known as 'Gopinath Bardoloi Nagar' constituted by students in the hostels, residential quarters of teachers, officers and employees of the University., There are 22 halls of residence for University students.

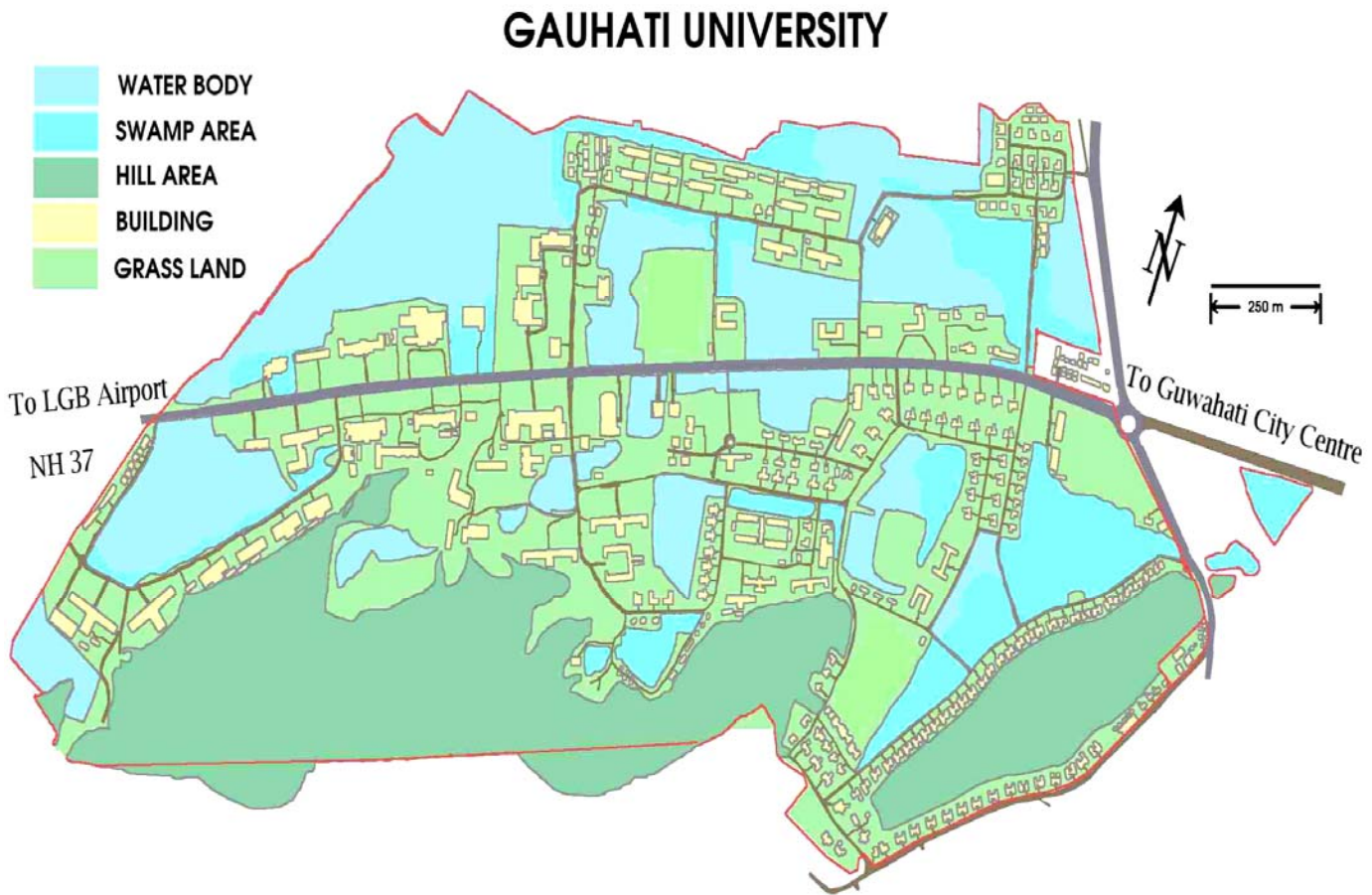
The necessary civic amenities such as health services, water supply, street lighting, internal roads, Guest house, Post and Telegraph office, a branch of State Bank of India, canteens, a market, parks, playgrounds, auditorium, indoor stadium etc. are provided in the campus.

Communication:

The University is 10 kms from the Lokapriya Gopinath Bordoloi International Airport on National Highway No. 37. It is 5 kms from Kamakhya Railway Station and 10 kms from Guwahati Railway Station at the heart of Guwahati City. The capital complex of Assam at Dispur is 22 kms away from the University.

The University is easily accessible from the Guwahati city, and Guwahati has road, rail and air links from all parts of the Country. A large number of bus services from various parts of Assam have their station at Adabari Bus Stand which is 2 kms away from the campus.

A glance at the campus map is as below:



Contact Person:

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Our recruiters during the Sessions 2006-07 and 2007-08

1. ICICI
2. Infosys
3. Wipro
4. Gensoft
5. TCS
6. Kanbay
7. Cape Gemini
8. IMS Services
9. Cipla

Average package offered: Rs. 1,75,000/- pa

Academic Session:

The Academic Session of the University for PG courses starts in the month of August with 1st and 3rd semesters. The 2nd and 4th semesters start around December-January and end during the months April-May.

Best Months for Recruitment Drive:

The best months for recruitment are March to May and September to November. However, if requested, recruitment camps can be arranged during the remaining months also by taking special care so as not to disrupt the scheduled academic activity of the university.

Placement Procedure

The recruitment procedure followed by Gauhati University is straight forward:

- Companies and others related willing to hold campus recruitment should contact the Placement Officer and convey the following with email/ fax/surface mail:
 - Name of the Company
 - Website
 - Nature/Field of Activity/Work/Business
 - Job Description
 - Job Designation
 - Place of Posting
 - Degree/Discipline of students required
 - Expected number of Vacancies
 - Pay package details
 - Accommodation Provided
 - Bond details
 - Selection Procedure
- Dates will be allocated by the Placement Cell for campus recruitment with due consideration of convenience to the University and the Recruiters.

- Pre-Placement talks and the subsequent selection process should ideally be scheduled towards the second half (after 1PM) during week days and from 10AM on holidays.
- Placement Cell and the University will always be generous in preparing the schedules and dates for organizing Campus Recruitment.

Departments under Faculty of Commerce

1. Commerce
2. Business Administration

The following pages provide a brief look at the course structure of the PG courses offered by the Faculty of Commerce of Gauhati University.

**Department of Business Administration,
Gauhati University, Guwahati-781014**

M.B.A.

- Duration: 4 Semester spread over two academic years
- Intake: 30 per semester. Students are selected on the basis of written test.
- Distribution of papers

Semester	Paper	Marks	Remarks
1	Management principle and value based Management	100	Theory
	Organizational Behavior	100	
	Managerial Economics	100	
	Quantitative Techniques in Management	100	
	Cost and Management Accounting	100	
	Financial Accounting	100	
	Computer and Information Science	100	
	Structured Analysis & Communication (Non Credit Course)	100	
2	Marketing Management	100	Theory
	Production and Operation Management	100	
	Personal management	100	
	Financial Management	100	
	Operation Research	100	
	Marketing and Business Research Methodology	100	
	Legal Aspects of Business	100	
	Structured Analysis & Communication	100	
3	Strategic Management	100	Theory
	Project Appraisal and Management	100	
	Summer Project Study (2 months Industrial Training)	100	
	Minor Option-I	100	
	Minor Option-II	100	
	Major option-I	100	
	Major option-II	100	
4	Economic Environment of Business	100	Theory
	Relational Data Base Management System	100	
	Thesis	100	
	Minor Option-I	100	
	Minor Option-II	100	
	Minor option-III	100	
	Minor option-IV	100	
	Major Option-I	100	
	Major Option-II	100	
	Major option-III	100	
	Major option-IV	100	

Note: Student has to select any two groups from the following for the minor option and major option in 3rd semester and 4th semester respectively

Third Semester:

Finance:

Paper-I: Banking and Risk Management

Paper-II: Equity Research, Security Analysis & Portfolio Management

Marketing:

Paper-I: Consumer Analysis and Retailing

Paper-II: Advertising and Promotion Strategy

Production:

Paper-I: Tqm, Iso 9000 & Kaizen

Paper-II: Agile And Computer Integrated Manufacturing

Personnel:

Paper-I: Organization Change and Development

Paper-II: Industrial Relation

Fourth Semester:

Finance:

Paper-I: Financial Engineering, Derivative hybrid Instrument

Paper-II: Business Taxation

Paper-III: Management of Financial Service

Paper-IV: Insurance and Risk Management

Marketing:

Paper-I: Sales and Channel Management

Paper-II: International Marketing

Paper-III: Marketing of Services

Paper-IV: Logistics and Supply Chain Management

Production:

Paper-I: advanced Project Management

Paper-II: Purchasing & Material Management

Paper-III: Advanced Operation Research

Paper-IV: Advance Production Planning and Control

Personnel:

Paper-I: Labour Legislation

Paper-II: Performance Appraisal Training Development

Paper-III: Compensation Management

Paper-IV: Human resource Development

Faculty:

- Professor-2
- Reader-2
- Lecturer-3

Web link: http://www.guniv.ernet.in/faculty_of_commerce/mba/mba_index.htm

**Department of Commerce,
Gauhati University, Guwahati-781014**

M.Com.

- **Duration: 4 Semester spread over two academic years**
- **Intake: 70 per semester. Students are selected on the basis of written test.**
- **Distribution of papers**

Semester	Paper	Marks	Remarks
1	Business Economics	100	Theory
	Financial statement Analysis	100	
	Business Policy Analysis	100	
	Business statistics	100	
2	Organizational Behavior	100	Theory
	Economic and Environmental Legislation	100	
	Financial Institutions and Market	100	
	Operation Research and Computer Business	100	
3	Corporate Policy & Practice	100	Theory
	Research Methodology and Project report	100	
	Optional-I:	100	
	Optional-II:	100	
4	Entrepreneurship management	100	Theory
	Project Management and Cost Accounting	100	
	Optional-I:	100	
	Optional-II:	100	

Note: Student has to select any one of the following group for optional paper-I and II in the Third Semester.

Accountancy:

Paper-I: Accounting Theory

Paper-II: Financial Management Control

Financial Management:

Paper-I: International Financial Management

Paper-II: Financial Management and Control

Human Resource:

Paper-I: Human resource Planning and Development

Paper-II: Compensation and retirement Planning

Marketing Management

Paper-I: marketing Policy and Analysis

Paper-II: Marketing Research and Consumer Behavior

Note: Student has to select any one of the following group for optional paper-I and II in the Fourth Semester.

Accountancy:

Paper-I: Advanced Management and Cost Accounting

Paper-II: tax Planning and Practice

Financial Management:

Paper-I: Financial Services

Paper-II: Security Analysis and Portfolio Management

Human Resource:

Paper-I: Industrial Relations and Labour Laws

Paper-II: International Management

Marketing Management

Paper-I: Marketing of services

Paper-II: International Marketing

P.G. Diploma in Banking and Financial Services (PGDBFS)

- Duration: 2 Semester spread over one academic years
- Intake: --per semester. Students are selected on the basis of written test.
- Distribution of papers

Semester	Paper	Marks	Remarks
1	Theory and Practice of Banking	100	Theory
	Management and Soft Skills	100	
	Business Environment for Banking	100	
	Business mathematics and Statistics	100	
	Accounting for Bankers	100	
2	Financial Service	100	Theory
	Retail Banking and Rural Finance	100	
	Investment management	100	
	Information technology in Banks	100	
	Project report on banking and Financial Services	100	

P.G. Diploma in Insurance and Finance (PGDIF)

- Duration: 2 Semester spread over one academic years
- Intake: --per semester. Students are selected on the basis of written test.
- Distribution of papers

Semester	Paper	Marks	Remarks
1	Financial System and Services	100	Theory
	Financial Market Operations	100	
	Principles & Practice of Life Insurance	100	
	Principles & Practice of General Insurance	100	
2	Basic Statistics and Computer Application	100	Theory
	Fundamentals of Accounting & Finance	100	
	Optional: Option-I: Actuarial Statistics Option-II: Marketing of Financial Services	100	
	Project Report (Including Presentation and viva)	100	

Faculty:

- Professor-5
- Reader-5
- Lecturer-1

Web link: http://www.guniv.ernet.in/faculty_of_commerce/commerce/commerce_index.htm